



As at June 2018:



**3 part team:**  
Regional Extension Officers  
Technical Leads  
myBMP Experts



**3 key goals:**  
Improve practices  
Improve R&D communication  
Improve industry responsiveness

**98%**

of consultants and 92% of cotton growers are now **aware of CottonInfo**

Connected **14,000** participants (cotton growers and consultants) with over 990 **extension activities**



95% of consultants and 88% of growers think CottonInfo has assisted with **practice change** in key areas



Of 126 events where intention to change was evaluated, **1600** growers indicated they would **change practices** as a result of increased awareness or knowledge



94% of consultants and 90% of growers believe CottonInfo provides **useful, credible information**

CottonInfo is considered a **trusted information source** by 89% of consultants and 94% of growers



**100%** of consultants and 78% of growers **source information** from CottonInfo

**95%** of participants in the 2015 CottonInfo Irrigation Automation Tour, said they would **do something differently** on their farm as a result of the tour



**73%** of attendees at the 2016 CottonInfo Nutrition Research Tour said they were likely to **adopt new practices** as a result of the tour

**75%** of participants in the 2016 CottonInfo IPM workshop series reported **higher levels of confidence** about growing high-yielding crops using IPM after the workshop

**100%** of the those who provided feedback at the CottonInfo-ICAN regional weed management workshops in 2017 said the information learned would **help with decisions in the field**

**77%** of attendees at the 2018 CottonInfo Nitrogen and Irrigation Research Tour saw an opportunity to **improve their own irrigation efficiency and management practices**



Helped the cotton industry reach its 2018 target of **increasing productivity** by 3% per ha per year

**863,000** the number of views the 152 CottonInfo best practice videos have had on



78% of cotton growers are participating in **myBMP** (our goal = 80%)

